

Presenting the New
Fashions in
Gowns, Tailored
Costumes, Millinery and
other Accessories of Dress

Grossman's
Smart Clothes

GALESBURG
ILL.

For WOMEN, MISSES & GIRLS.

414 FIFTEENTH STREET

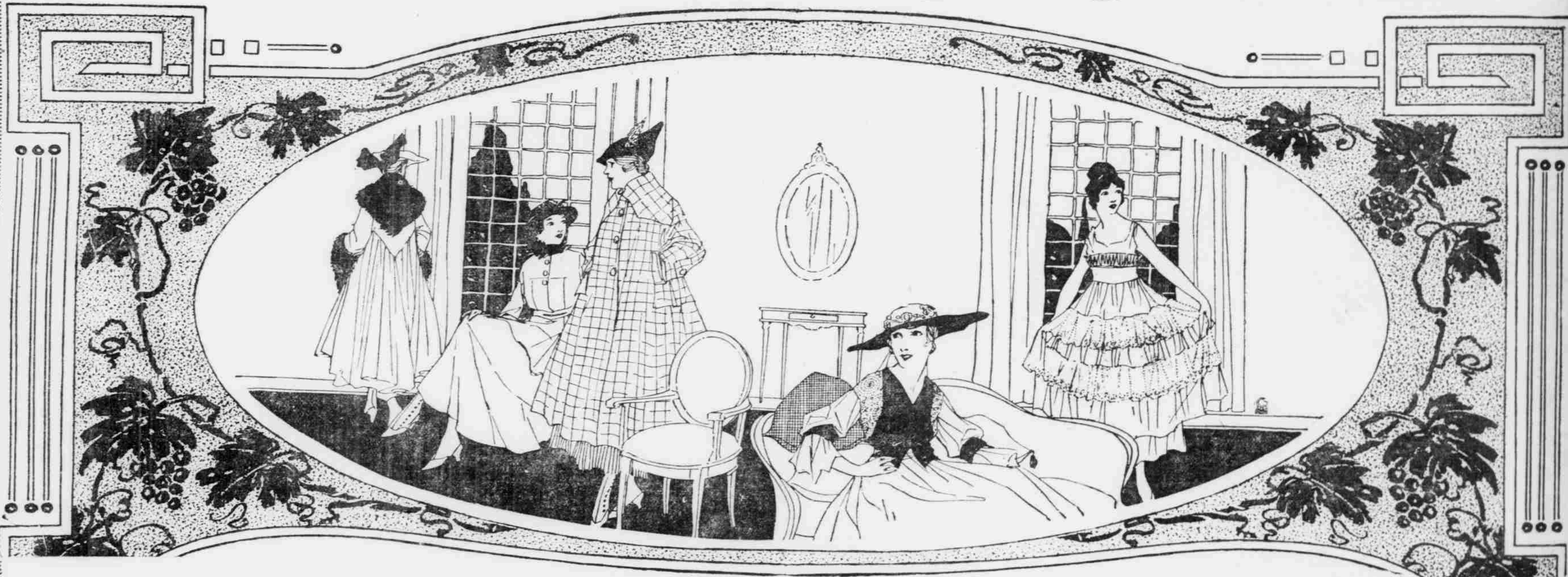
MOLINE
ILL.

Tuesday, Wednesday
and Thursday,
Sept. 19, 20 and 21
The Public is Cordially
Invited

The New Era in the World of Fashion

A little over five years ago there was opened in Moline a store for Women, Misses and Juniors—modest, unassuming, just an ordinary store. Just a little mustard seed that was oftentimes shadowed by its larger neighbors. But, because its policy was an aggressive one, because it came to be known as a Quality Store, it was nourished by a constantly growing patronage, and, like the little mustard seed, it grew quickly. Its quarters were enlarged—it was given more breathing space—more chance to grow. Always conservative, it attracted people who had confidence in the merits of its goods—women were quick to appreciate the quality of its garments. Its progressiveness required that it keep pace with the times, that it meet changing conditions, but that its quality, alone, should be unvarying. And so this little store grew and grew until today it is not only abreast of the times, but offers the women of Moline and vicinity a line of apparel that is sufficiently ahead of the styles heretofore shown to be intensely interesting. TOMORROW sees the

Grand Formal Fashion Opening Fall 1916



Of this new business, already in its short life, history has been made—Women, Scores of them, have taken advantage of its preliminary fall opening to acquaint themselves with its merchandise.

Neither labor nor expense have been spared to make this store worthy of the patronage of the most particular.

New York City's most exclusive designers have contributed their skill in creating the gowns, the suits, the coats—in fact, in all sections of the Grossman Store.

A showing fascinating in its attractiveness, radiating with newness, and enlightening in its revelations, will prove most interesting, and, of course, we cordially invite our customers and the public to come, view and enjoy it.

Tomorrow sees a new era in the Tri-Cities—a consummation of over five years of aggressiveness—an opening into new fields—new possibilities—and an opportunity for the women of Moline and vicinity to select from a variety of fashion's newest creations that are second to none in the Tri-Cities.

**All Feminine of the Tri-Cities are
Invited to be Present at the
Formal Opening, Tuesday, Wednesday, Thursday**